Temperament and Character of Online Gamers

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Abstract

Online games are a highly profitable online industry in which loyal gamers are key to stable revenues. However, some online gamers switch between games frequently. The literature has not investigated who will become loyal gamers from the perspective of gamer temperament and character. Since the temperament and character is one famous personality typology with strong biological foundations. Therefore, this study examines whether gamer temperament and character influence gamer loyalty and, if they do, how they influence gamer loyalty.

The sample of this study comprised 1204 online gamers. Analytical results via structural equation modeling technique indicate that gamer persistence and novelty seeking predict gamer loyalty, while skills and flow experience mediate such influences. Moreover, cooperativeness directly predicts gamer loyalty. Contrarily, harm avoidance reduces gamer loyalty with decreases in challenge as a mediator.

Keywords: Online games, temperament & character, flow experiences, customer loyalty, skill, challenge.